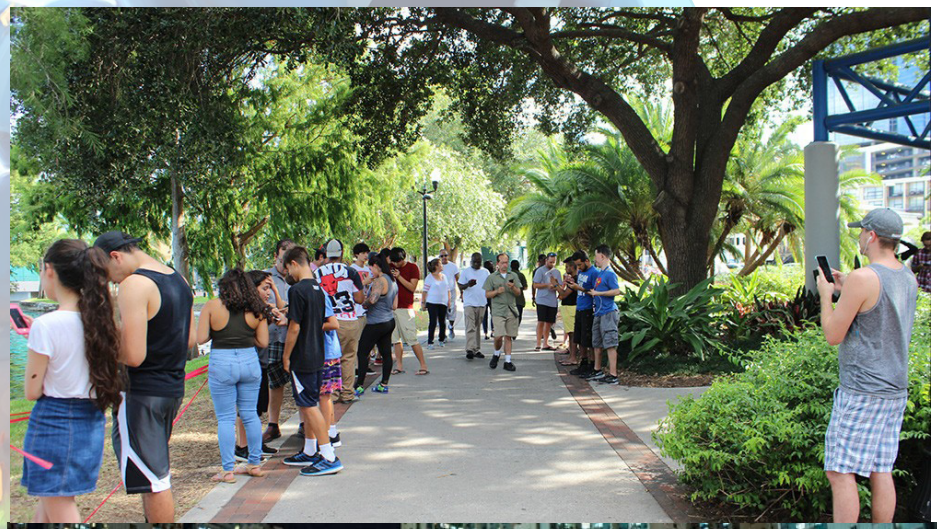
Game Play

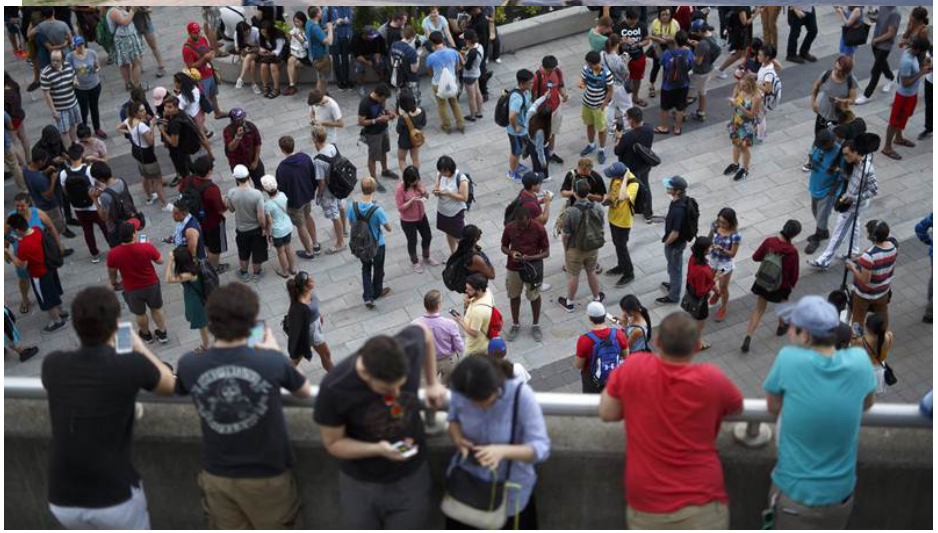
Promoting Park Retention, Physical Activity, and Social Interaction in Central Minneapolis Through Pokemon GO

Kyle Malecek | Jason Kost | LA 572

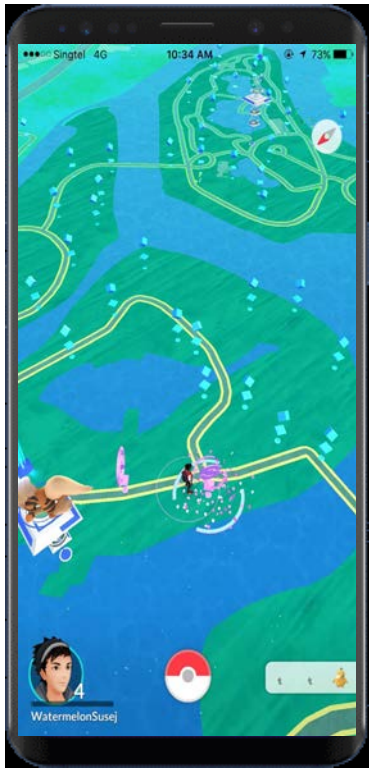
Release

10 Million downloads within the first week of release

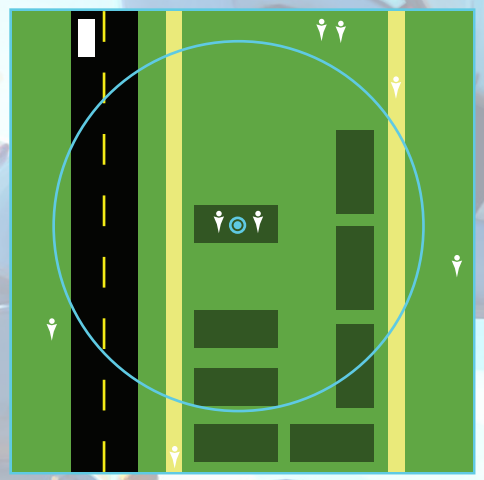


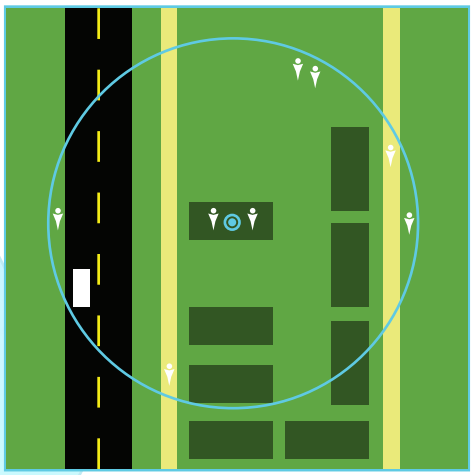


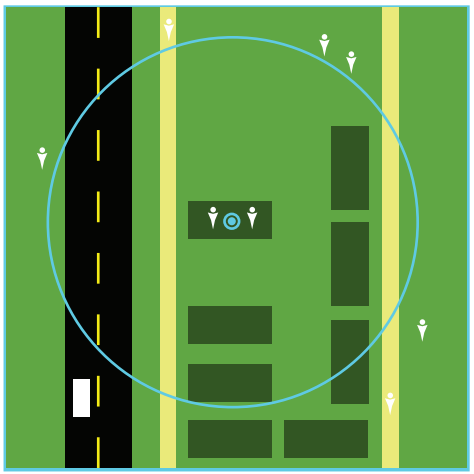
An Introduction to Pokemon GO



Interaction Now







Problem Statement

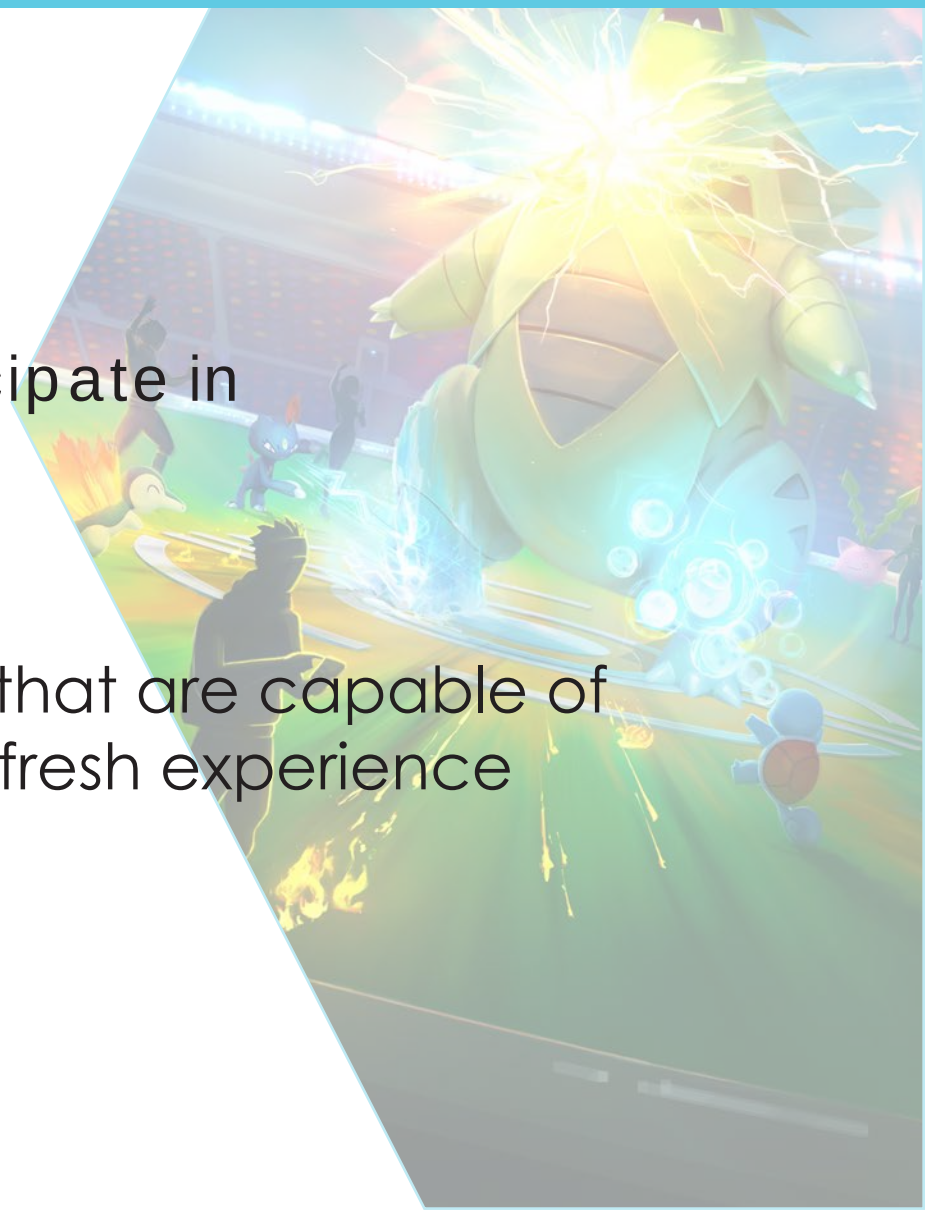
Pokemon GO is a wonderful tool to promote basic physical activities such as walking, biking, running, etc. Unfortunately, the game as is does not promote activity further than this and social interaction is almost non-existent for a game based on teamwork and cooperation.

Goals

- Keep people on site longer and returning more often
- Encourage people to participate in physical and mental activities
- Promote social interaction

Keep People on Site Longer and Returning More Often

- Interesting activities to participate in
- Modular activities. Activities that are capable of being changed to create a fresh experience



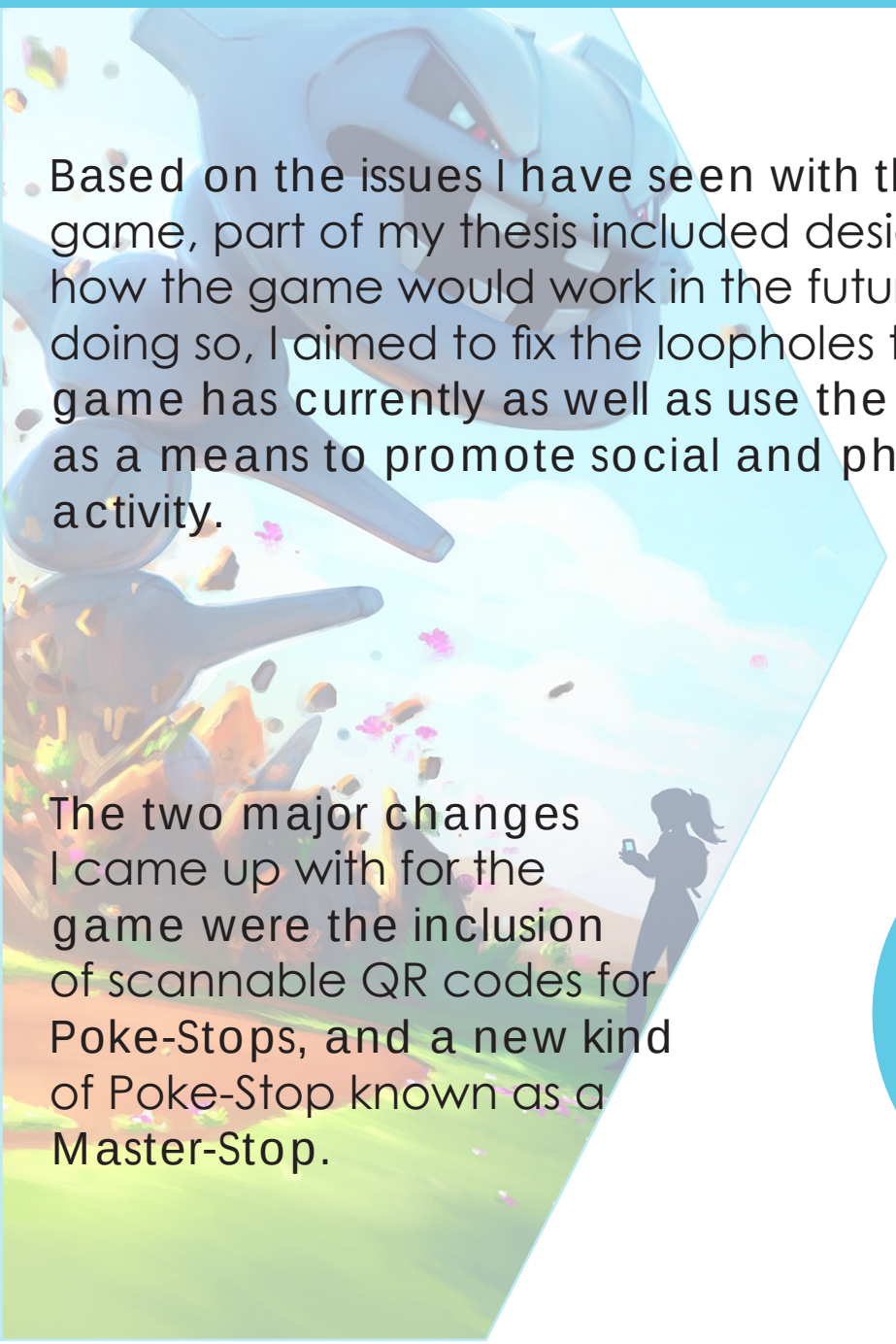
Encourage People to Participate in Physical and Mental Activities

- Include physical and mental challenges in the landscape
- Incentivize activities. Offer a reward upon completion
- Design activities for all levels of skill and physical ableness

Promote More Social Interaction

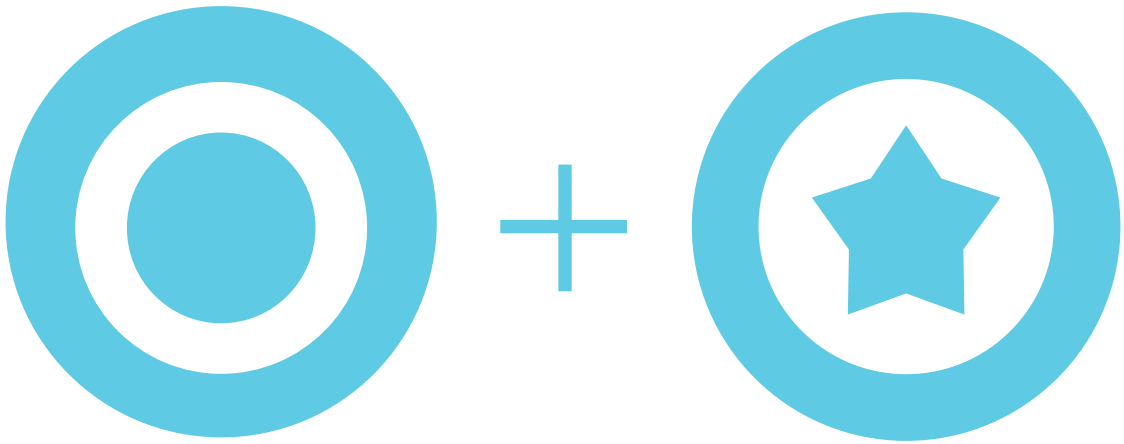
- Design areas for multiple groups or people
- Design challenges that require (or allow) multiple people to work together to accomplish
- Create a way to draw people together

Changes to the Game - What if?

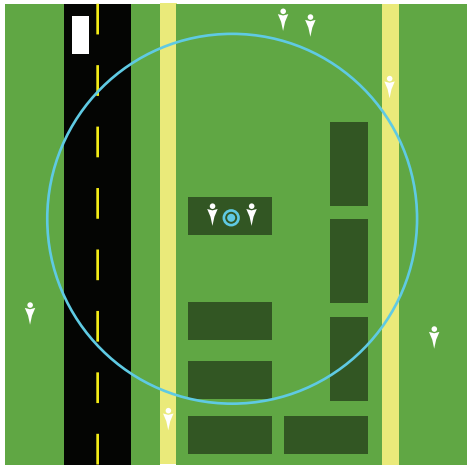


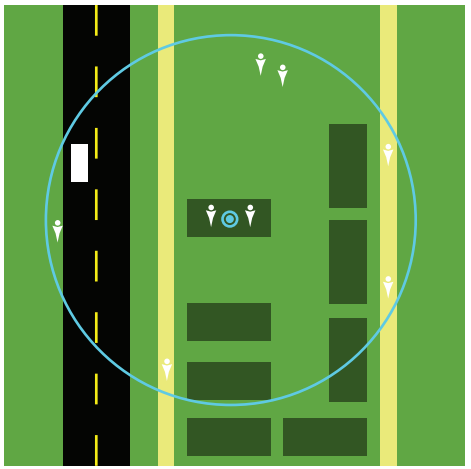
Based on the issues I have seen with the game, part of my thesis included designing how the game would work in the future. In doing so, I aimed to fix the loopholes the game has currently as well as use the game as a means to promote social and physical activity.

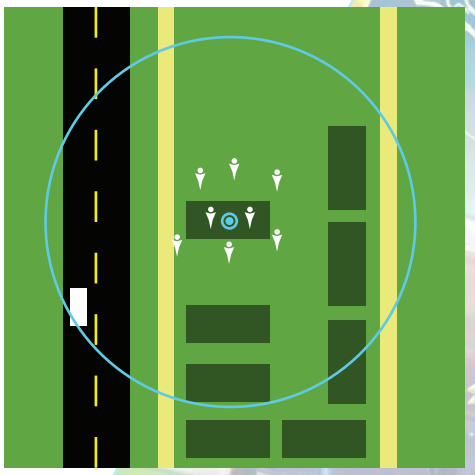
The two major changes I came up with for the game were the inclusion of scannable QR codes for Poke-Stops, and a new kind of Poke-Stop known as a Master-Stop.

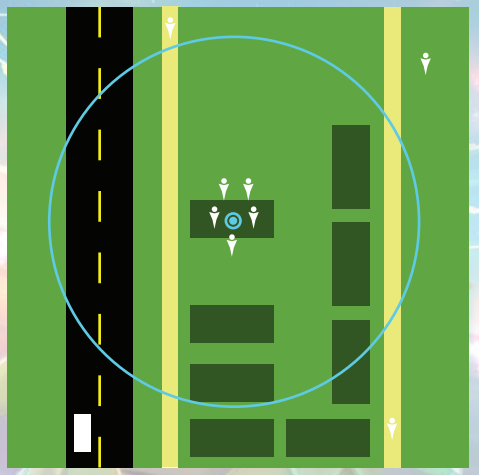


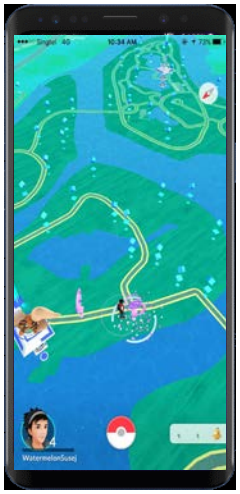
Interaction Concept

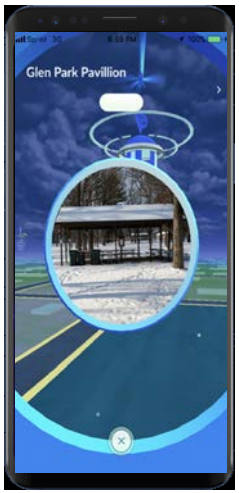




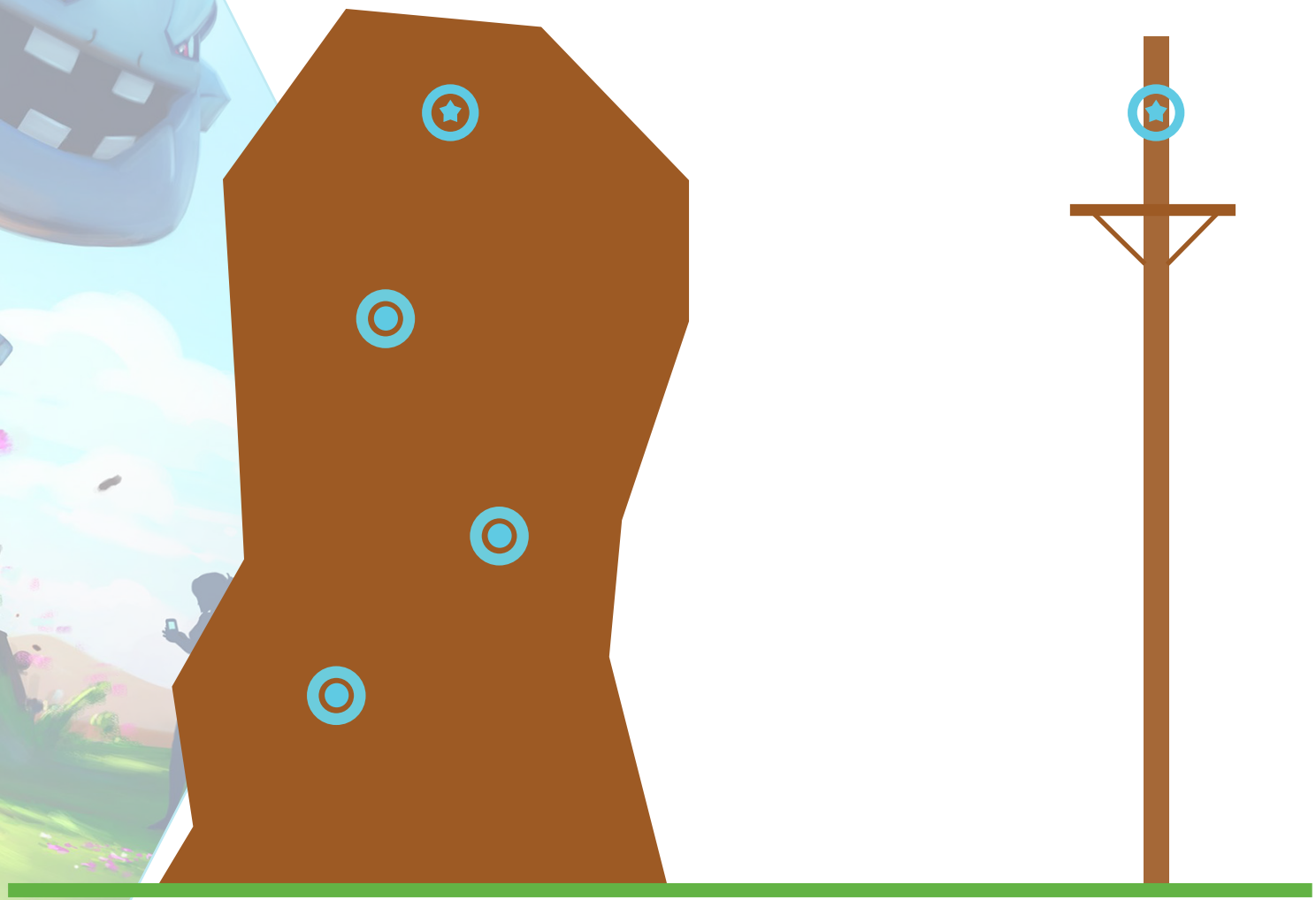




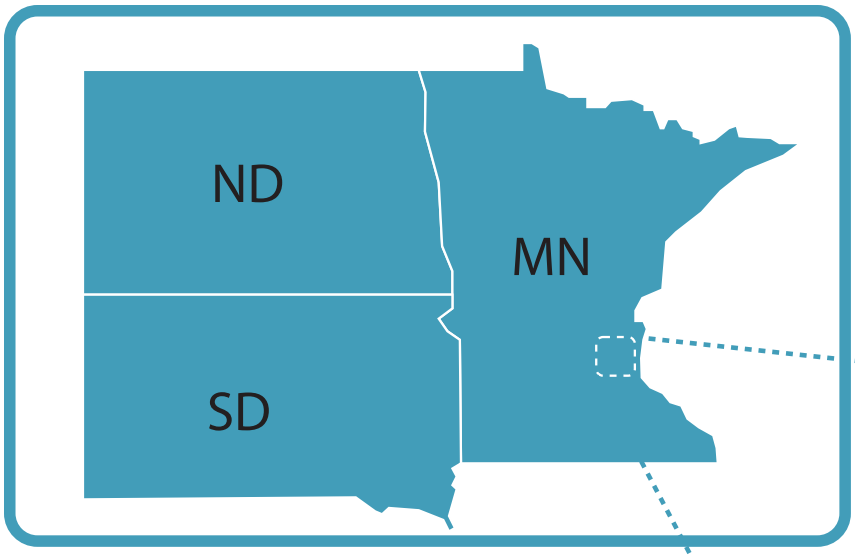




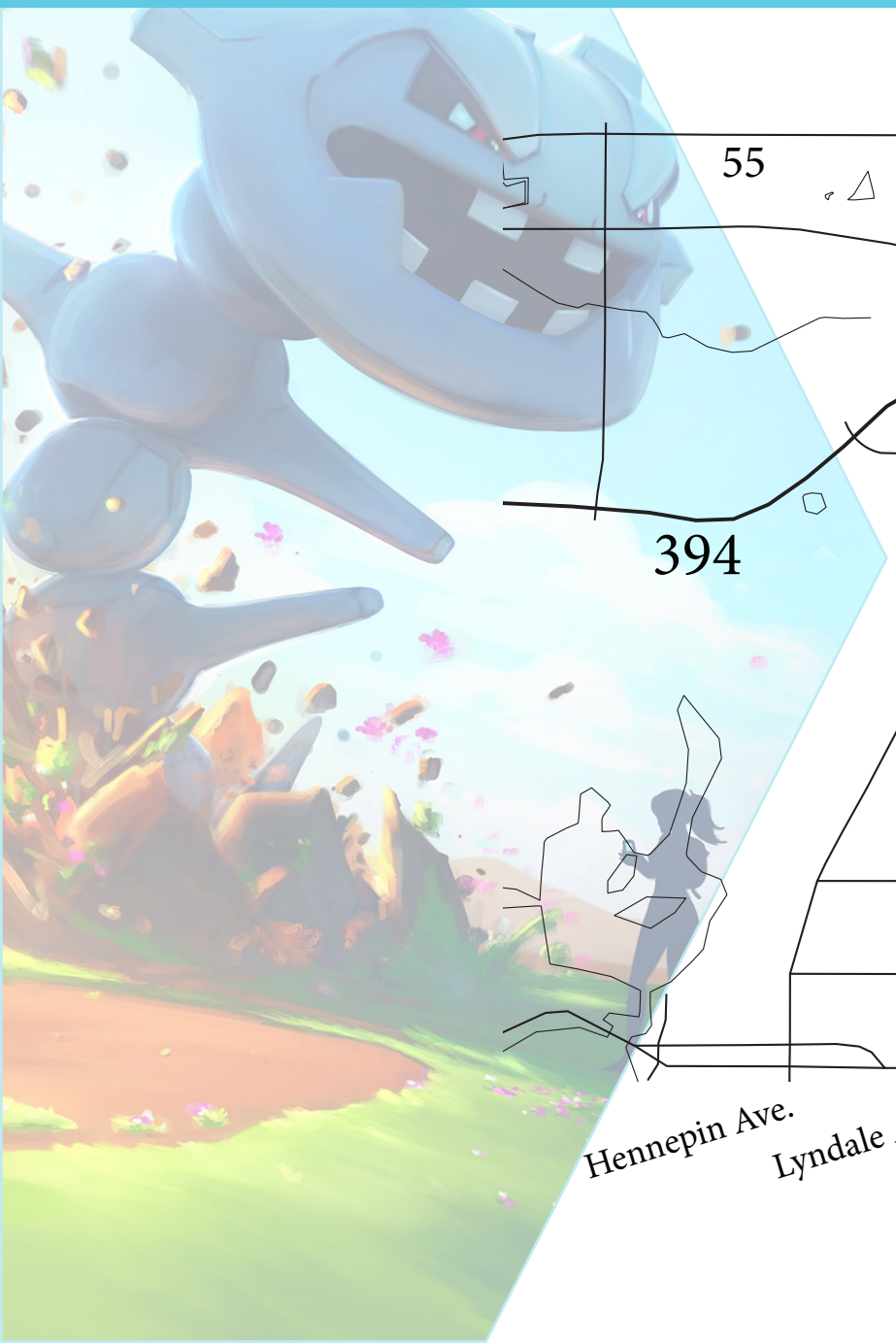
Master-Stop Concept

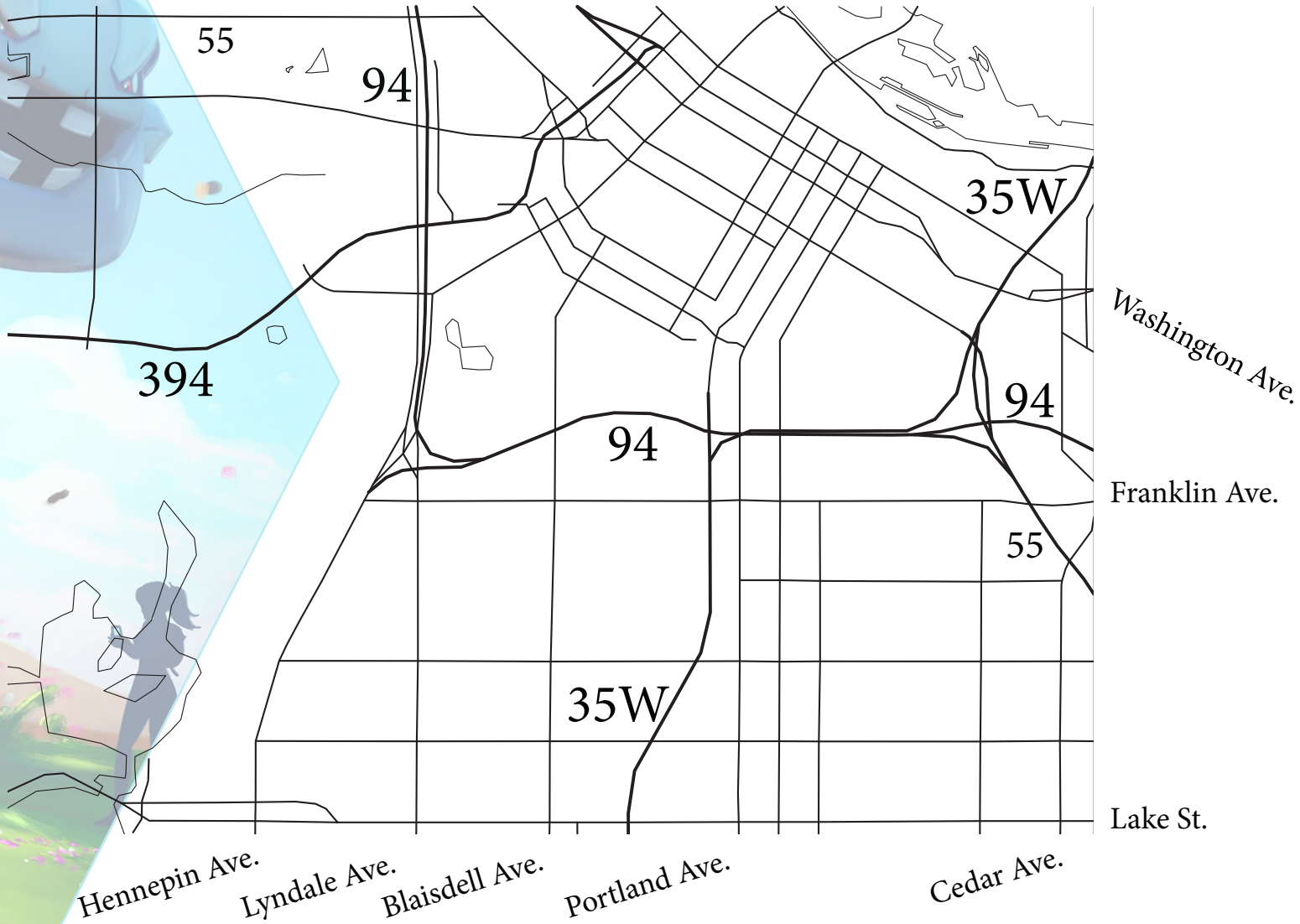


Site Locations

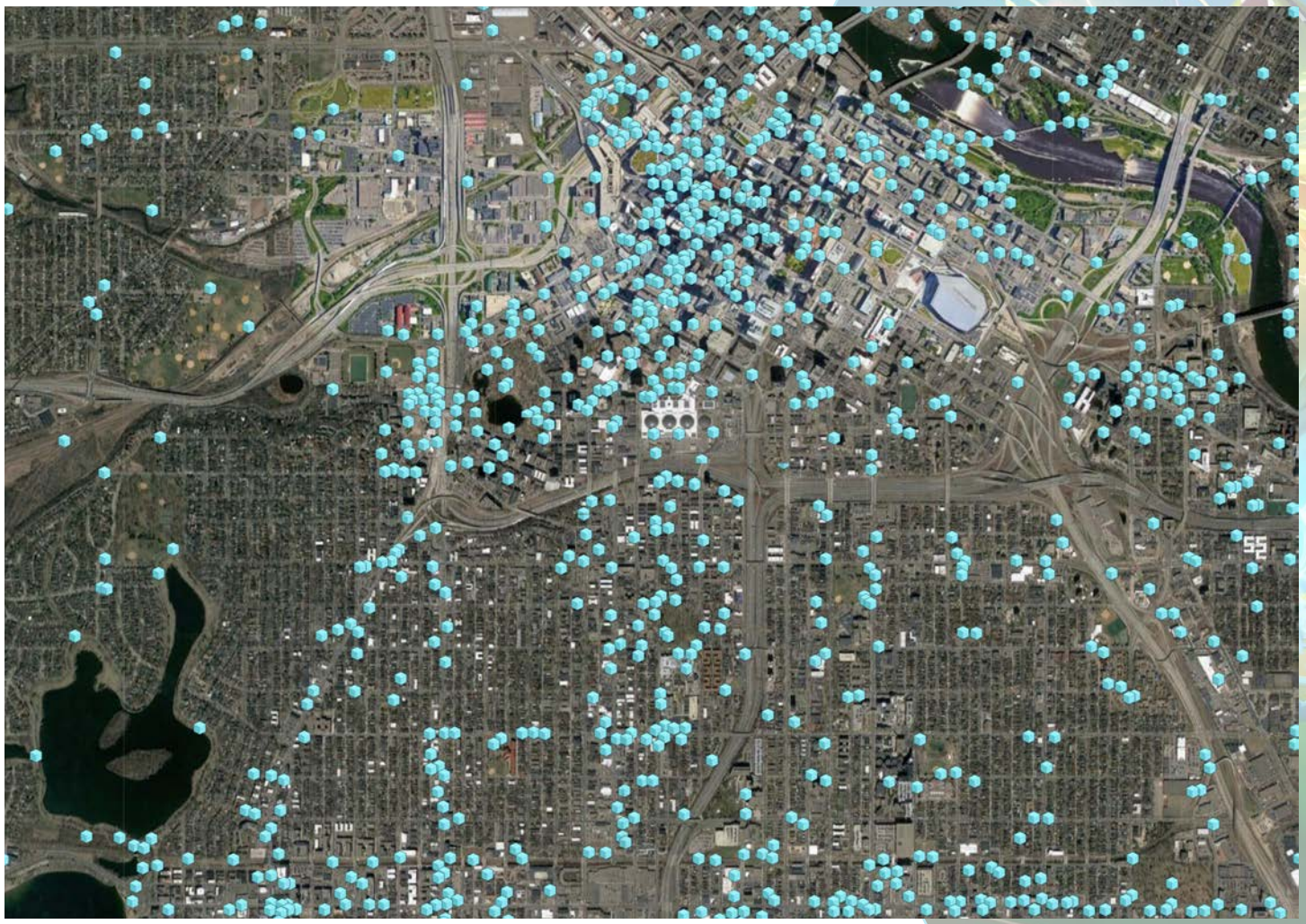


Analysis (Minneapolis)

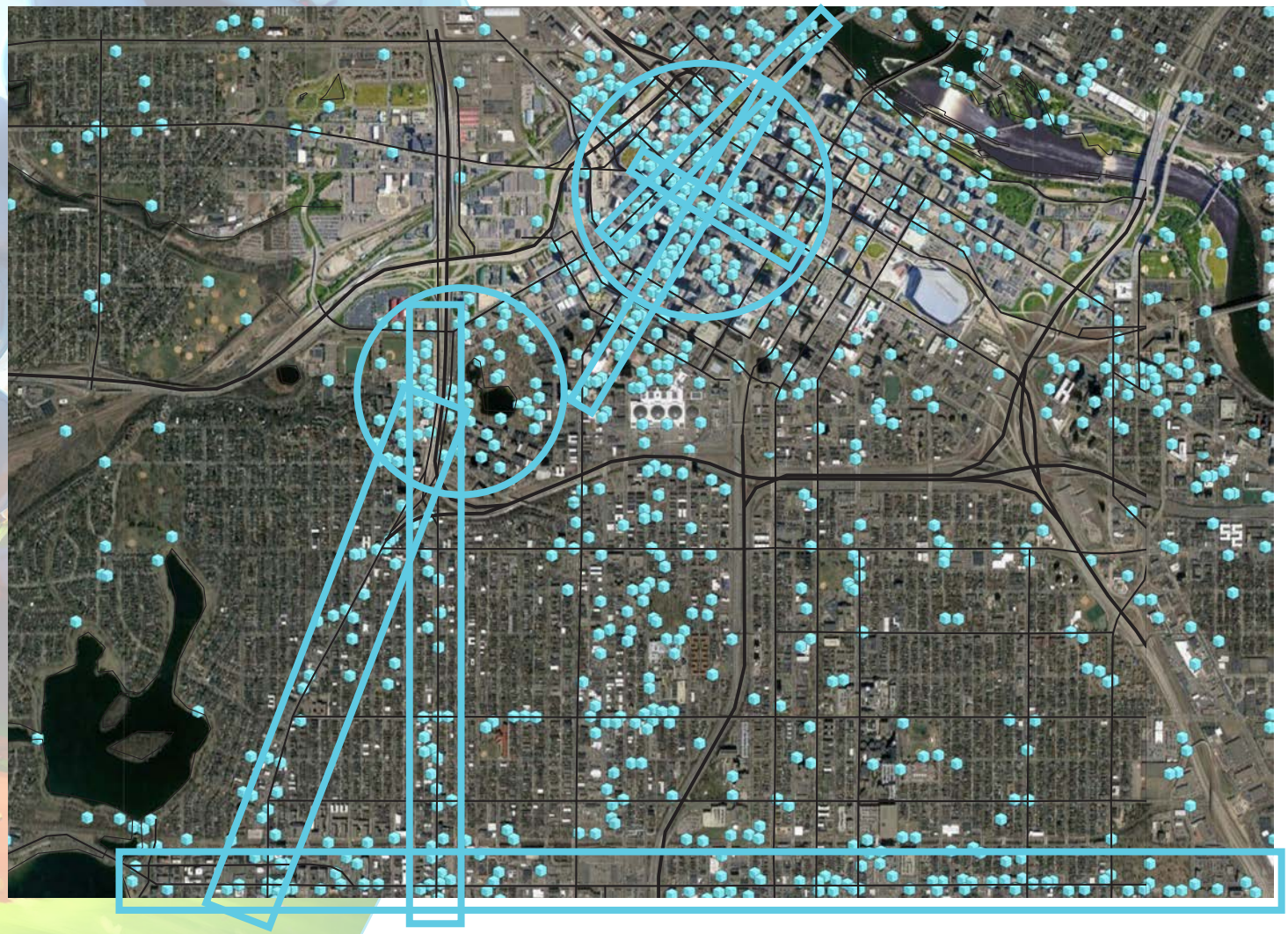




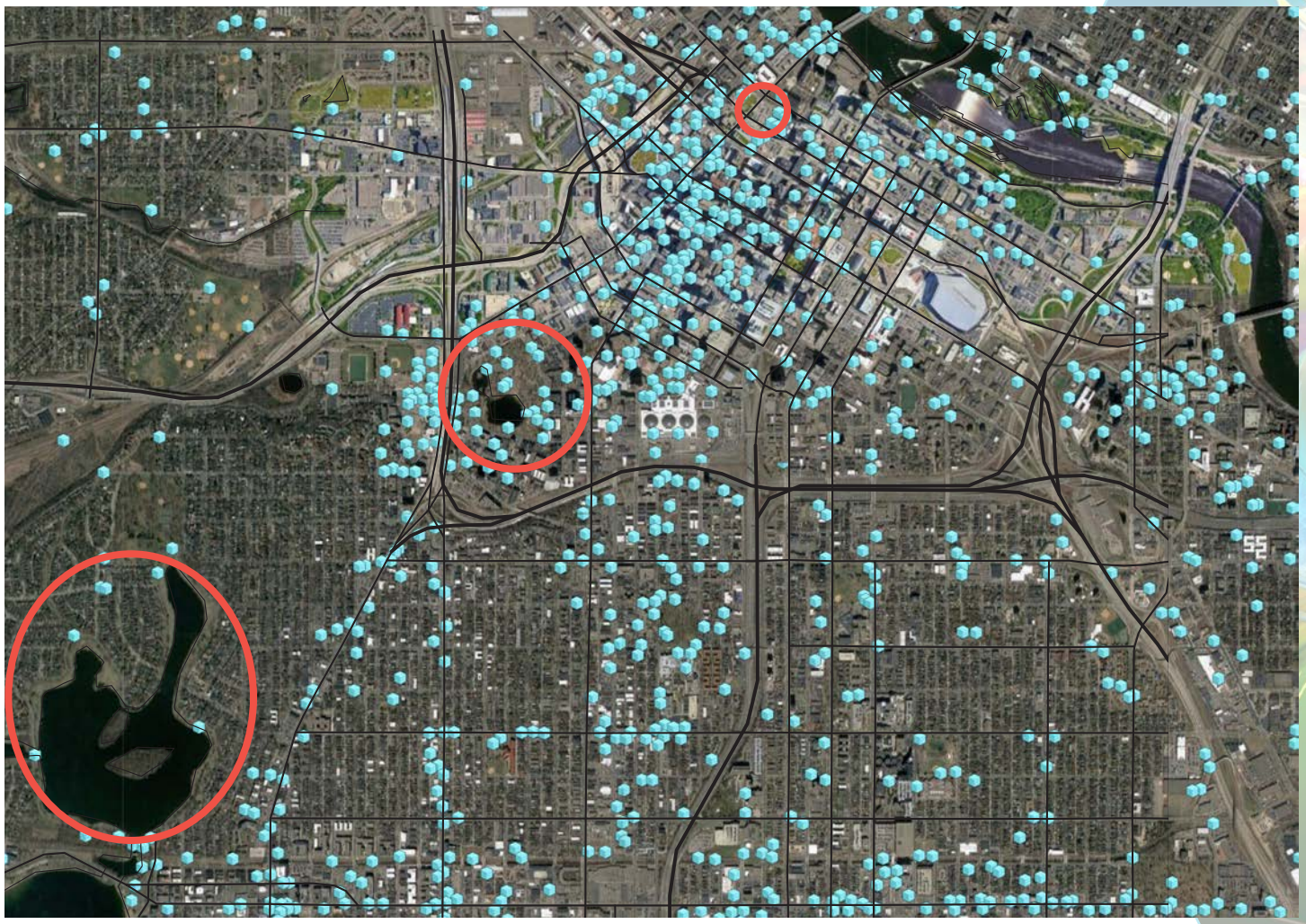
Analysis (Poke-Stops)



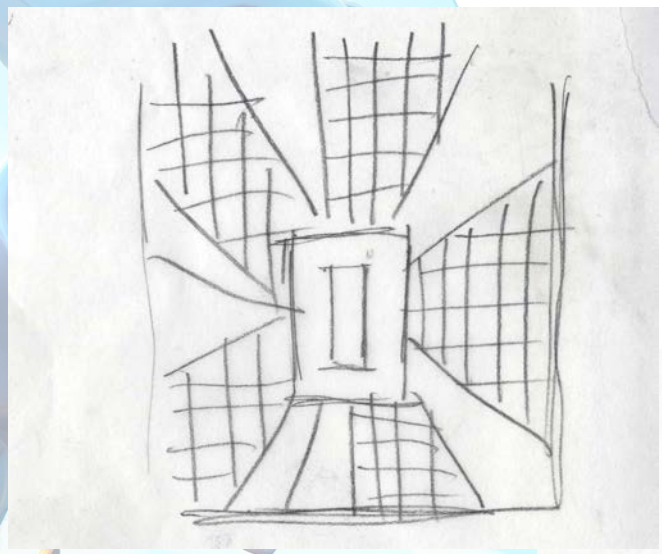
Overall Analysis

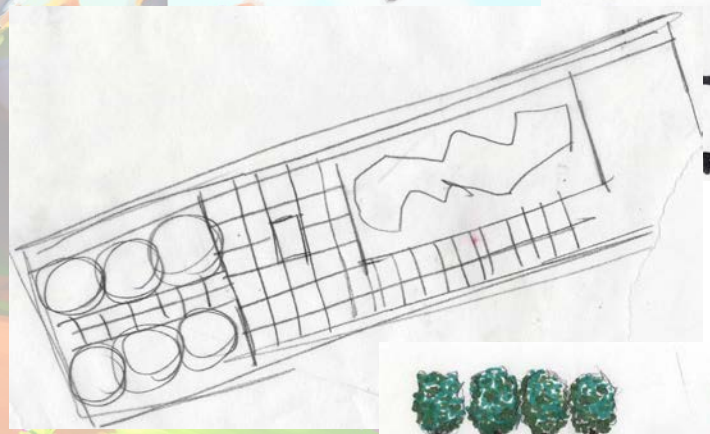


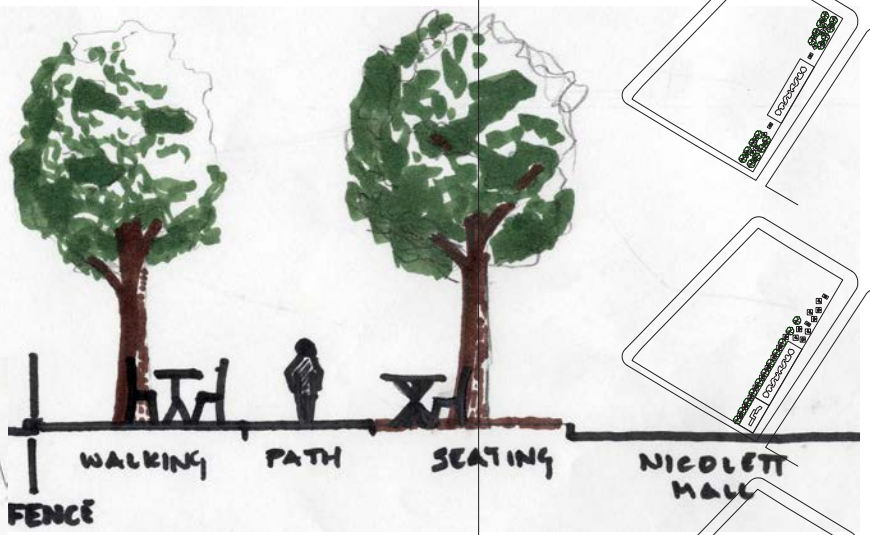
Site Selection

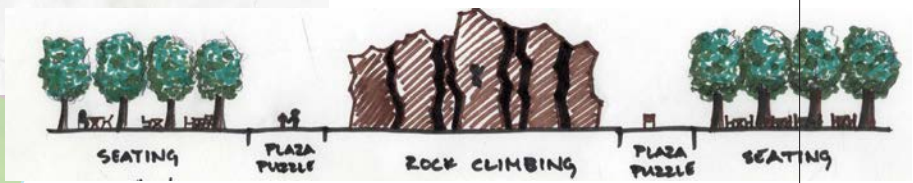


Nicollet Plaza Concept

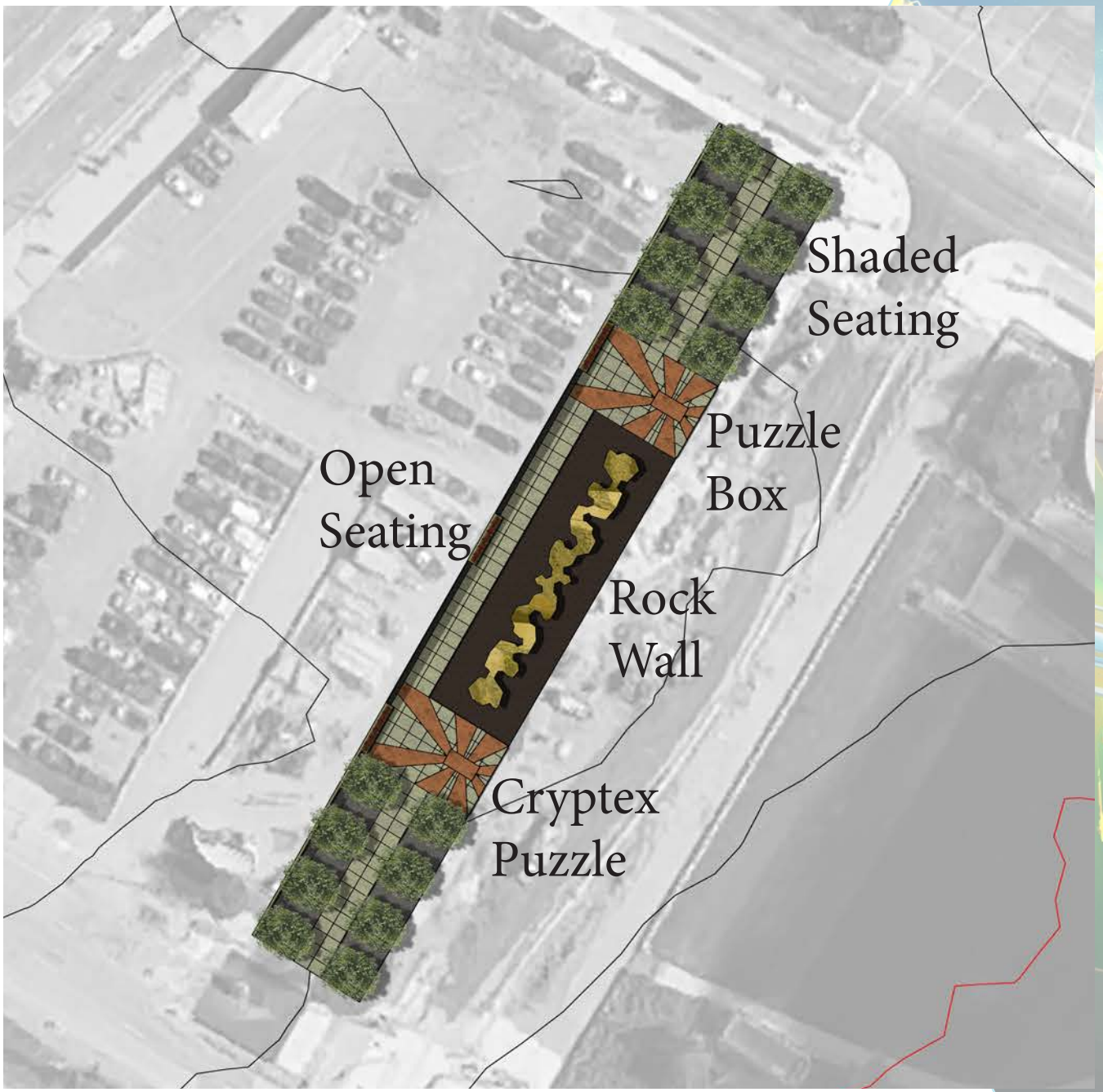




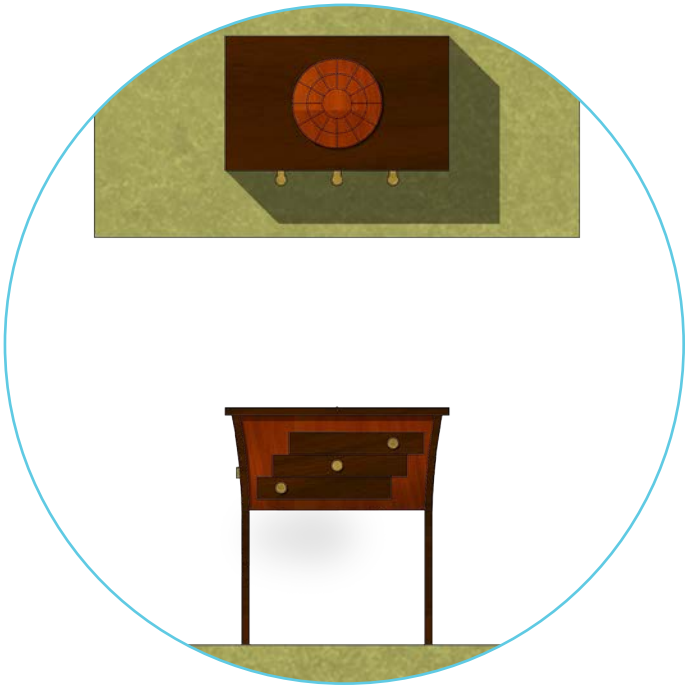


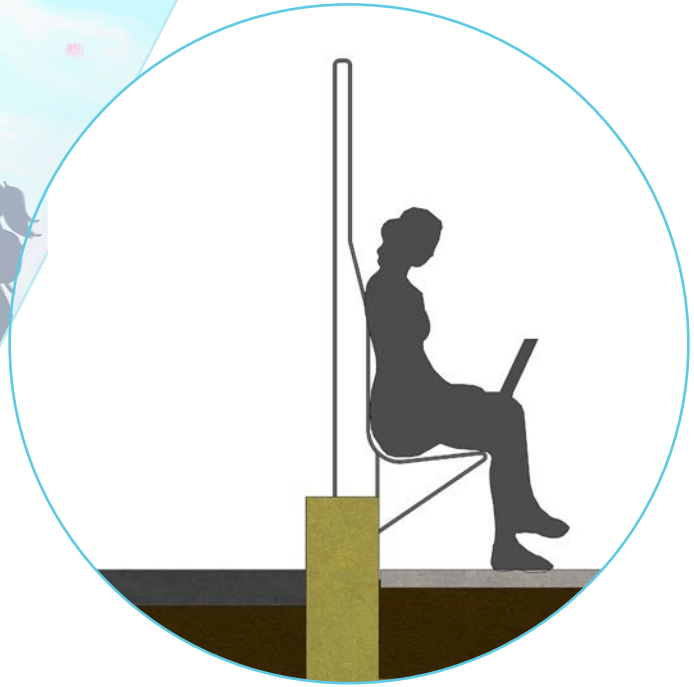


Nicollet Plaza Final Design

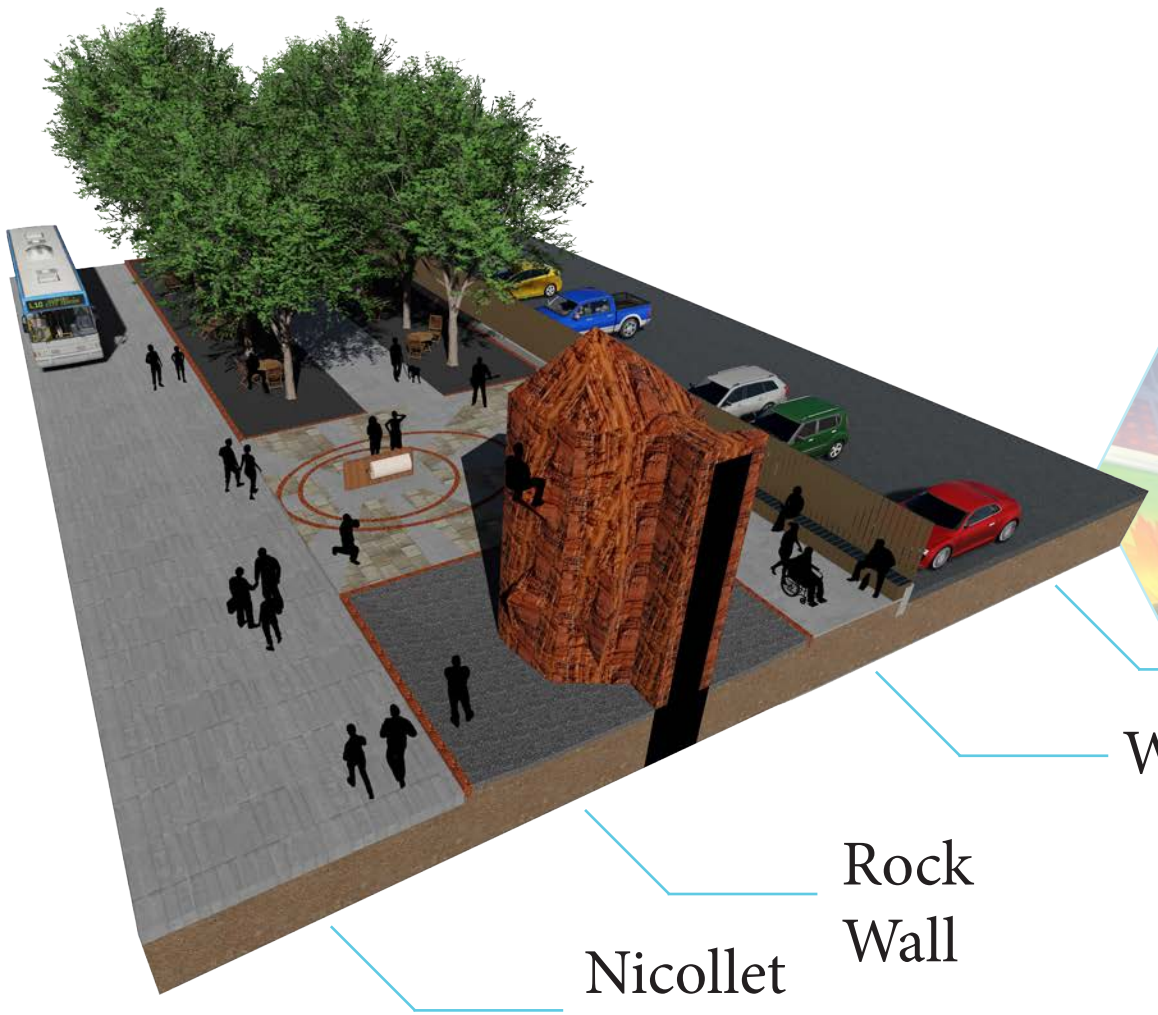


Nicollet Plaza Details





Nicollet Plaza Section



Parking Lot

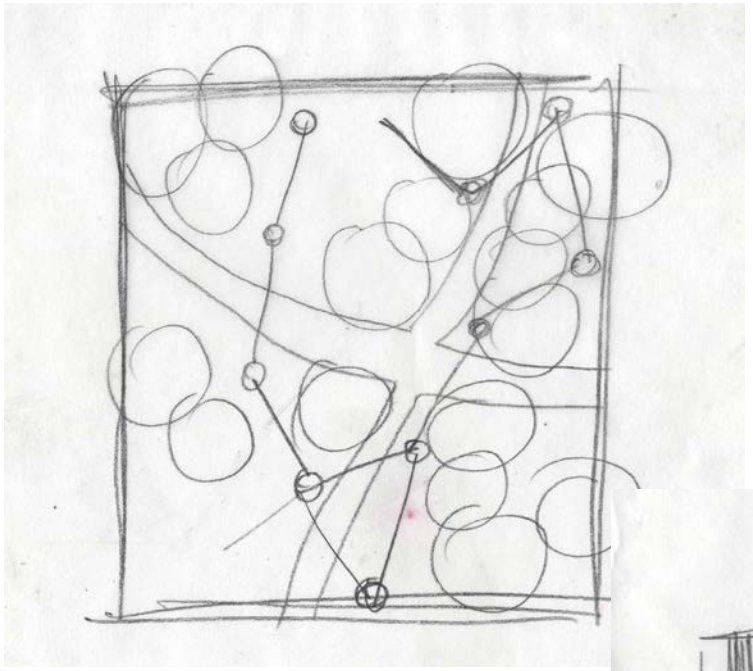
Walkway

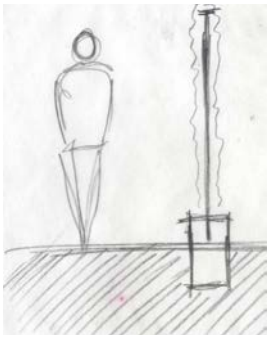
Rock Wall

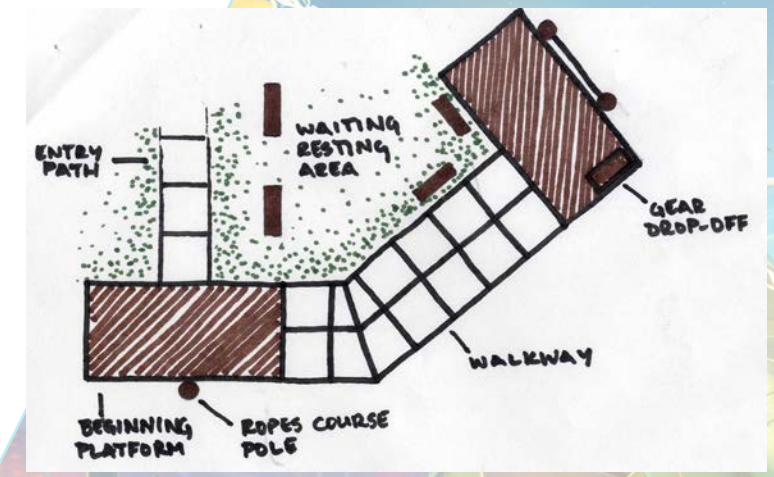
Nicollet Mall

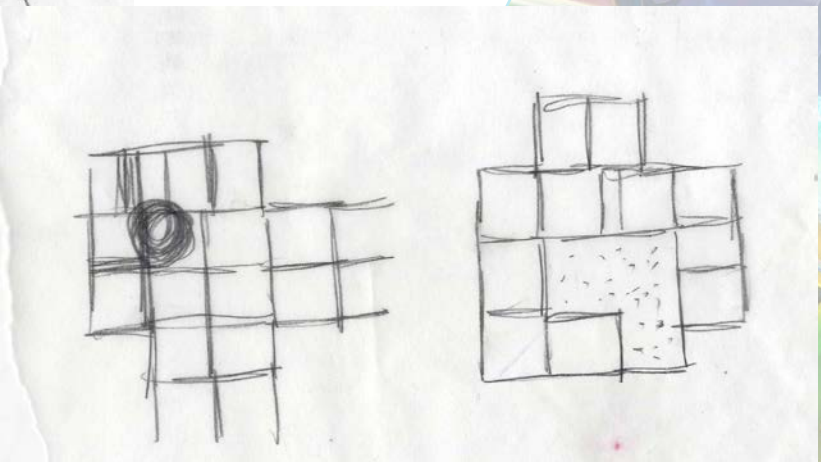
Nicollet Plaza Perspective

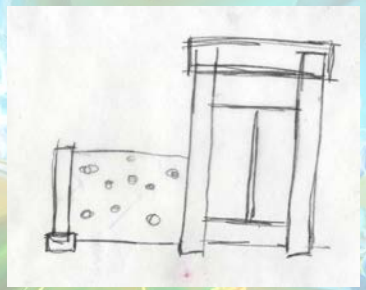
Loring Park Concept

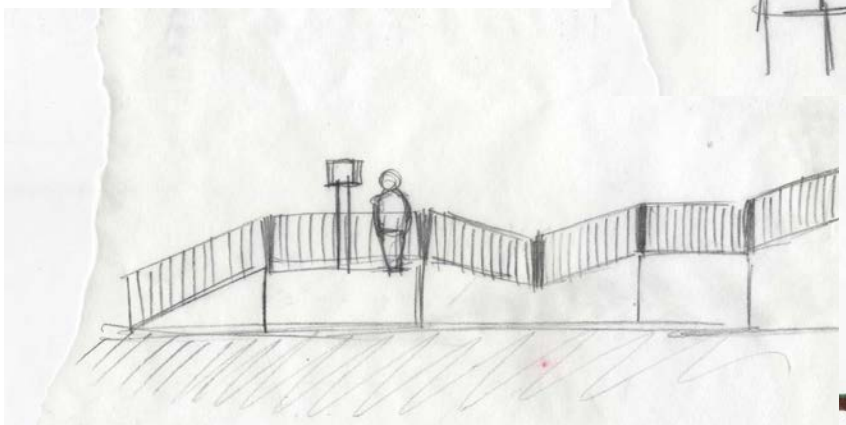


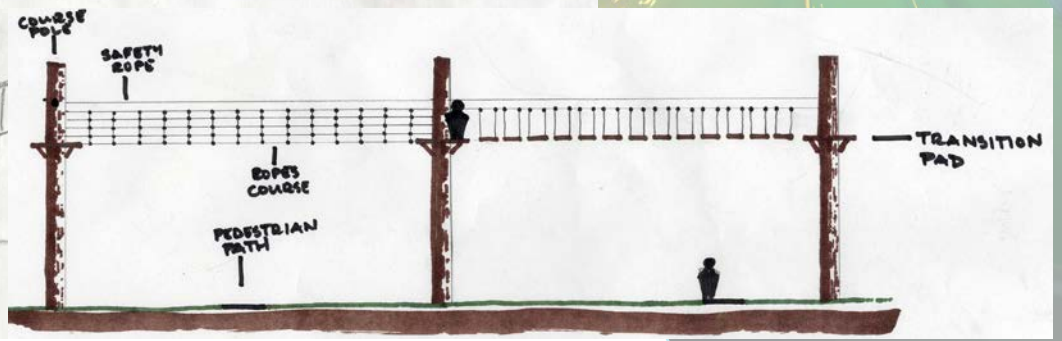






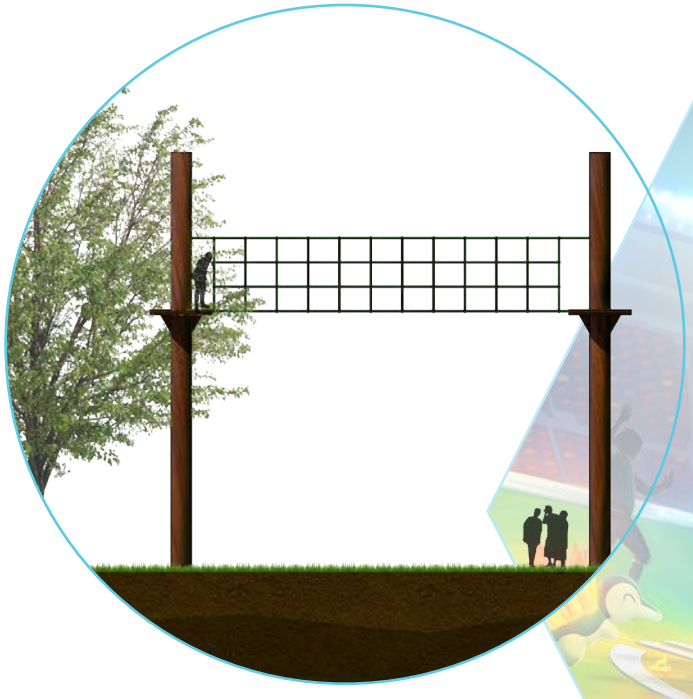


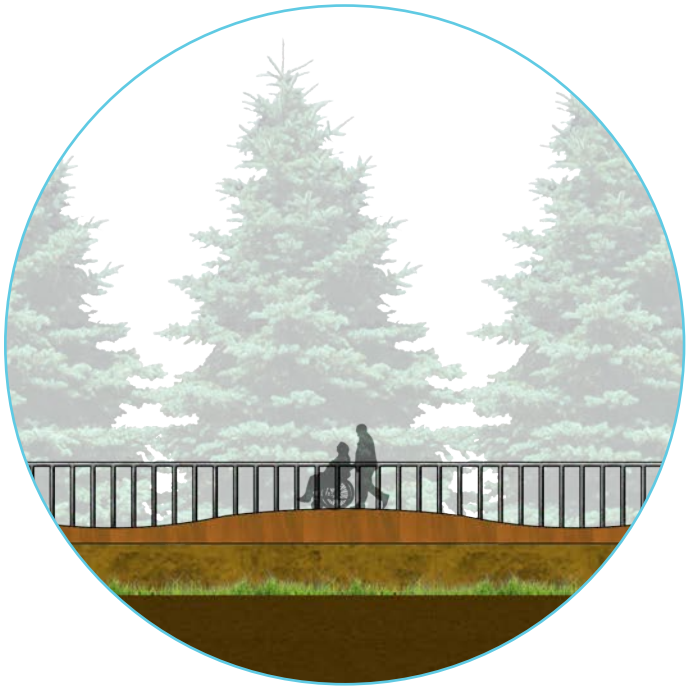


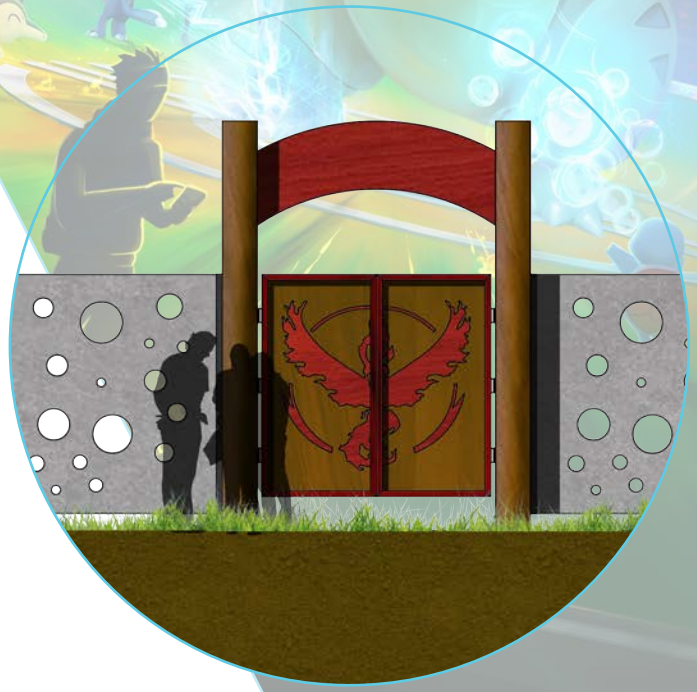


Loring Park Final Design

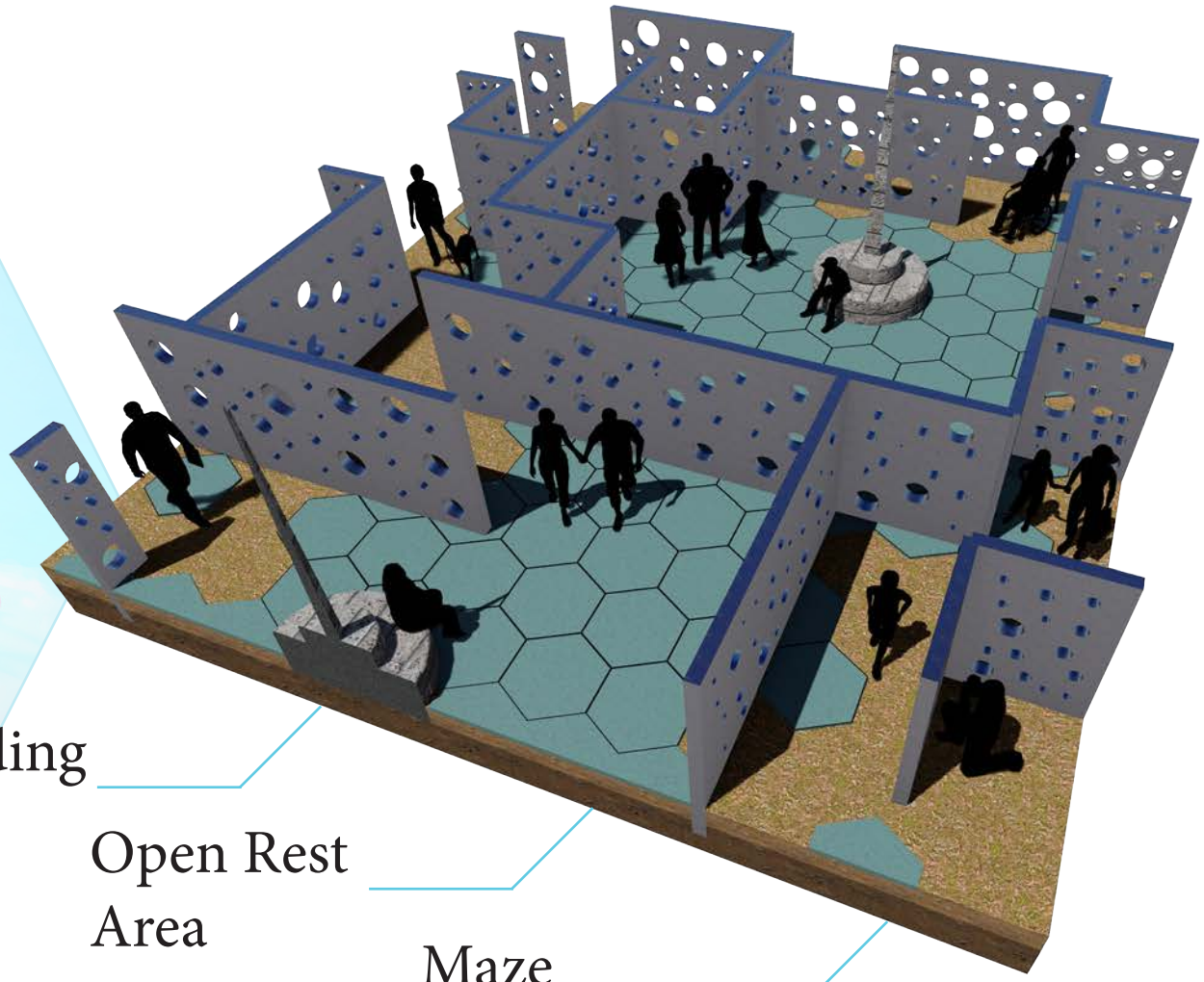
Loring Park Details







Loring Park Section



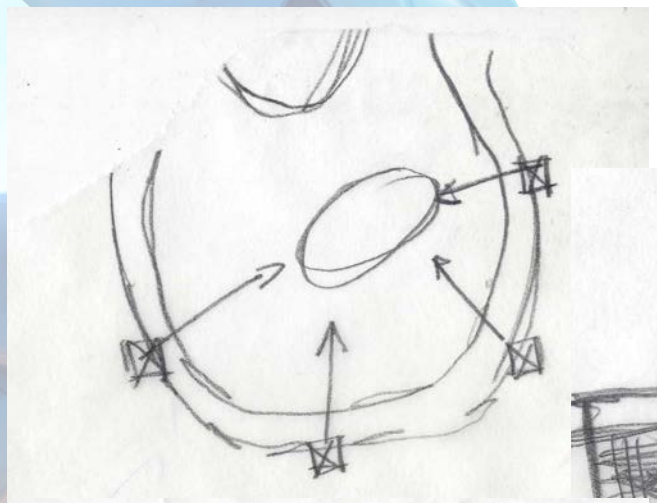
Way-finding
Seating

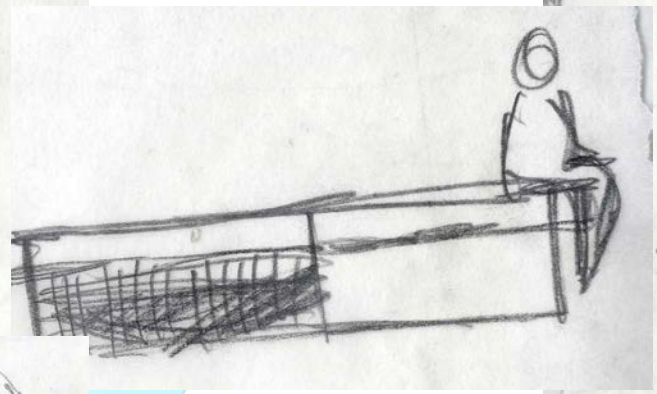
Open Rest
Area

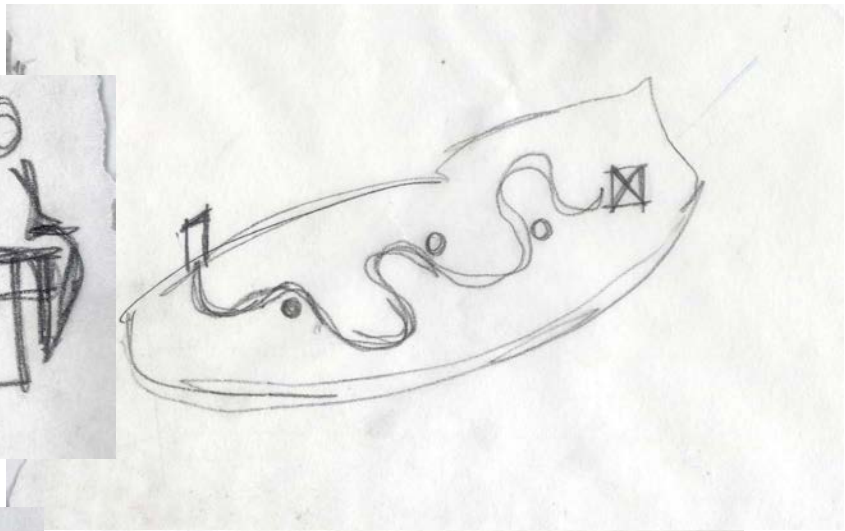
Maze
Pathways

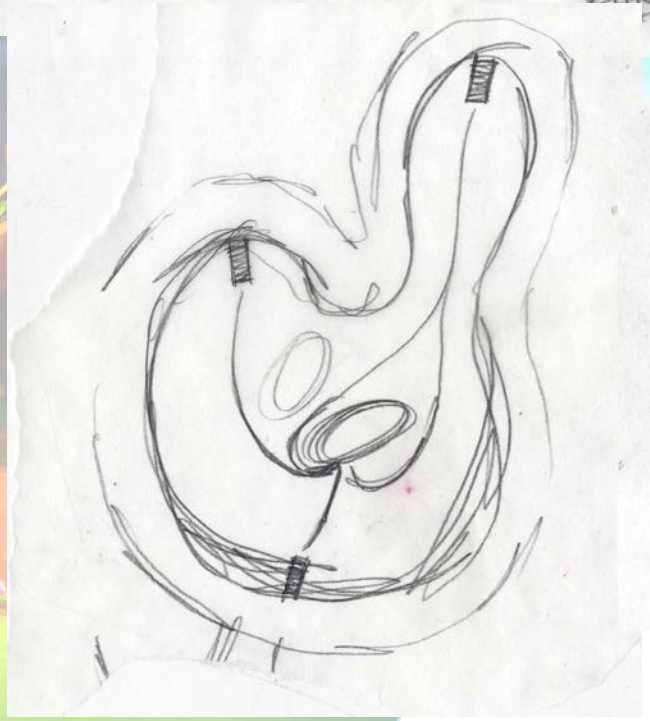
Loring Park Perspective

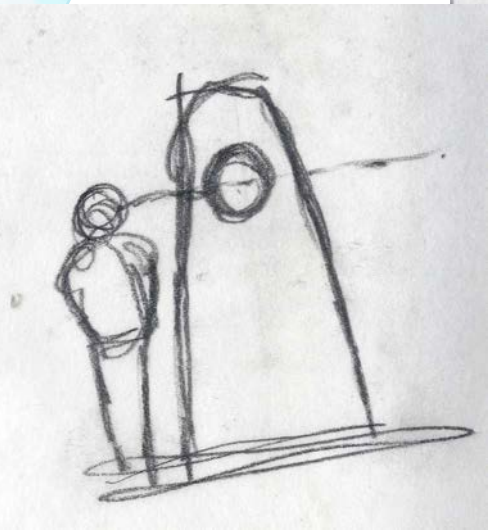
Lake of the Isles Concept

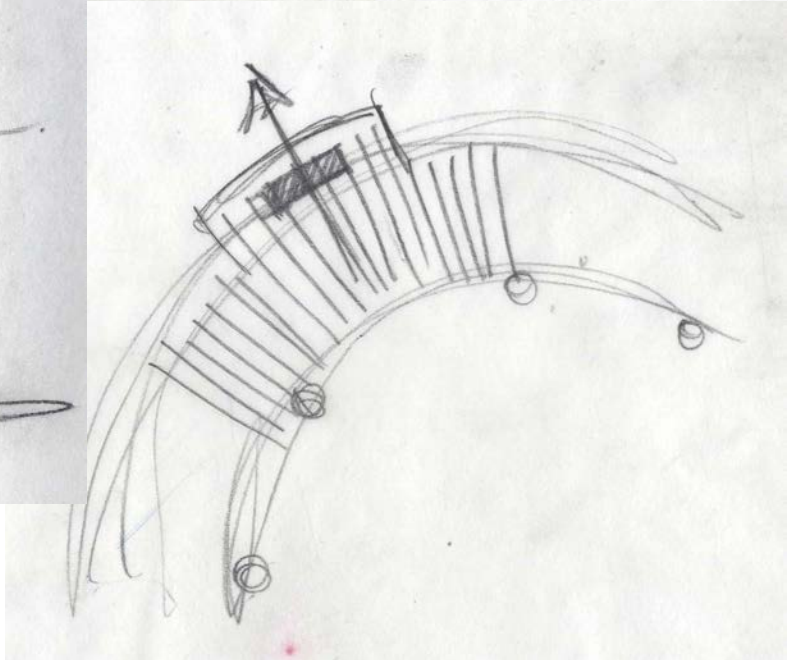




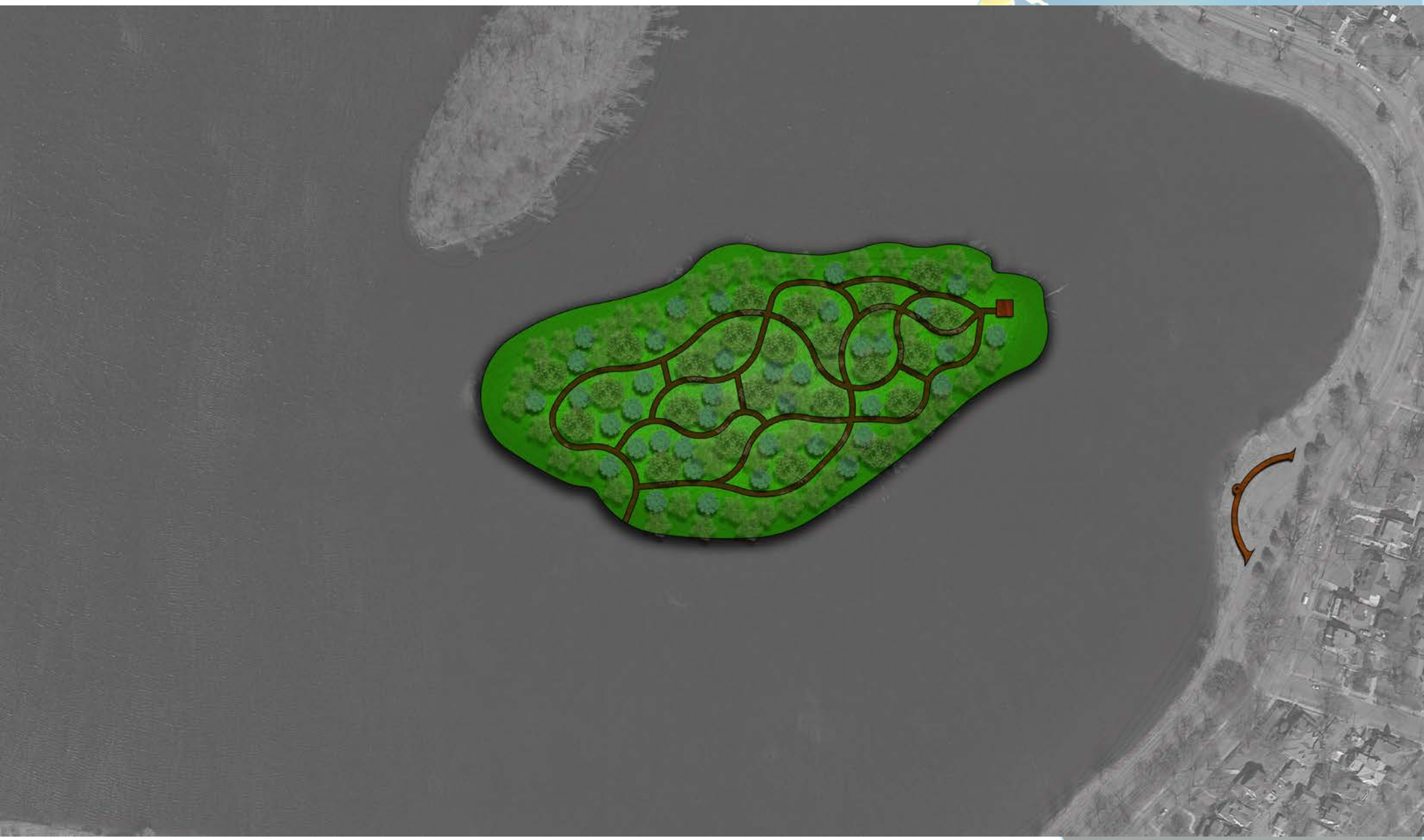




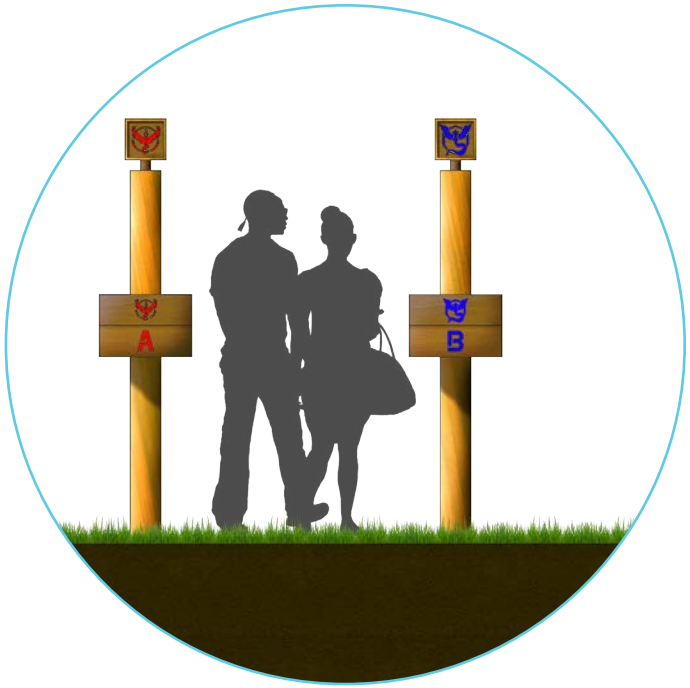




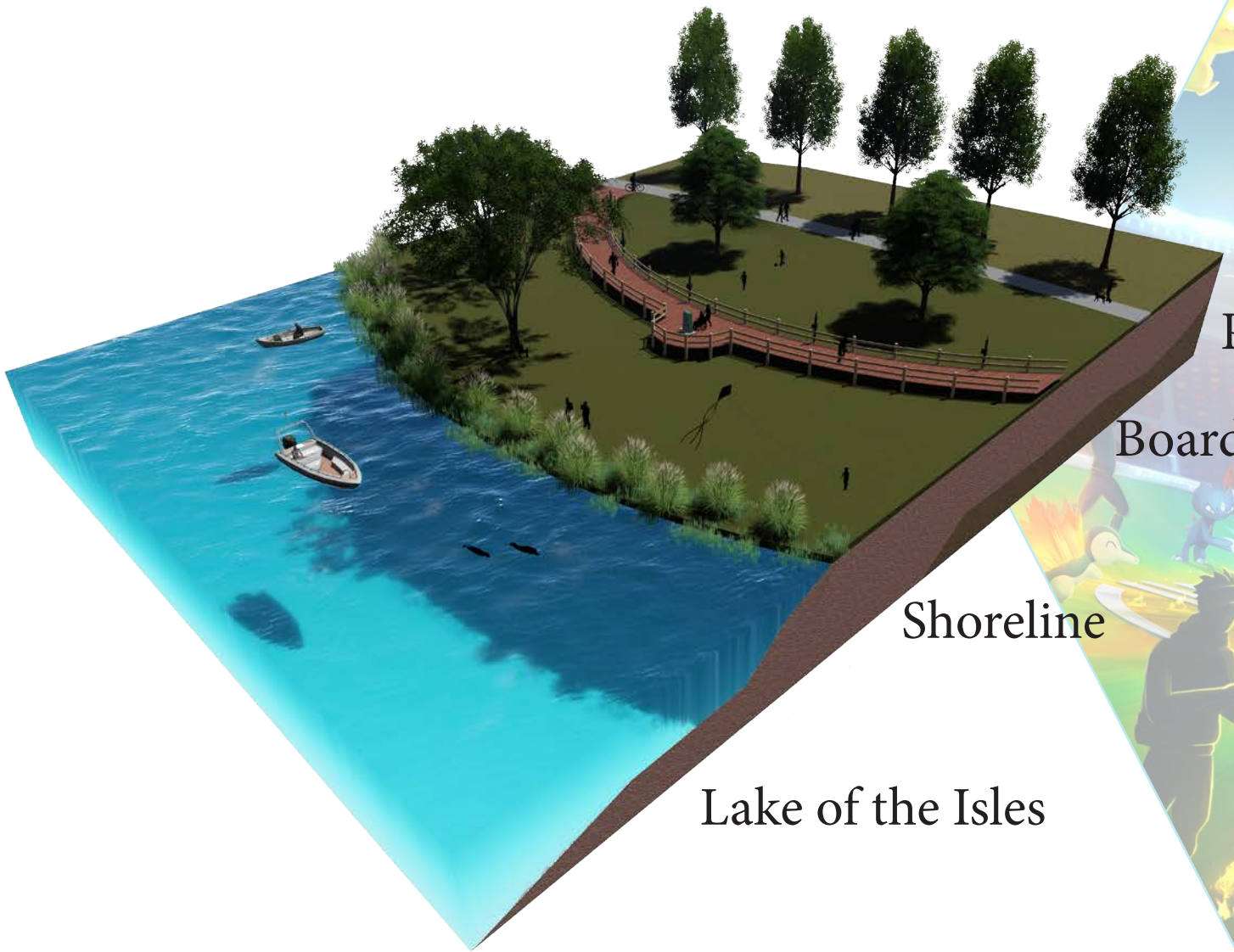
Lake of the Isles Final Design



Lake of the Isles Details



Lake of the Isles Section



Lake of the Isles Perspective

In Review...

How did I...

- Address the problem statement?
- Fulfill the project goals?

Questions?